

For Six Month Period Ending ~~June 30, 2010~~ ~~June 30, 2010~~

**I - REGISTRANT**

1. (a) Name of Registrant  
**Switzerland Tourism**

(b) Registration No.  
**55**

(c) Business Address(es) of Registrant  
**608 Fifth Ave  
New York, NY 10020**

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- |                           |                              |  |
|---------------------------|------------------------------|--|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Citizenship           | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Occupation            | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (b) If an organization:
- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended
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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
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- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

## II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Switzerland Tourism, Zurich Switzerland  
Swiss Federal Railways, Bern Switzerland

### 10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A <sup>3</sup>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Exhibit B <sup>4</sup>	Yes <input type="checkbox"/>	No <input type="checkbox"/>

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

### III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

Providing free information on travel, education, hotel accommodation and transportation. Distribution of travel literature and posters to travel agencies, tour operators and individuals who ask for it. Furnishing of articles and images on Switzerland's attractions, her life and culture to newspapers and magazines. Lending video or DVD images to lecturers, travel agencies and TV stations as per request. Arranging for free transportation within Switzerland for writers, reporters, editors, travel agencies and decision makers.

See attached list for free transportation and promotional activities

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

### 14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>.

Date	From whom	Purpose	Amount
Please see seperate sheet			

\_\_\_\_\_  
Total

### (b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

### (c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
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Please see seperate listing

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Total

**(b) DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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**(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials <sup>12</sup>?

Yes ☒No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Switzerland Tourism, Zurich Switzerland  
Swiss Federal Railways, Bern Switzerland

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Switzerland Tourism, Zurich Switzerland (head office)  
Total netbudget for 2010 marketing activities: 1.265 Mio

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- |  |  |   |   |
|--|--|---|---|
| <input checked="" type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films                       | <input type="checkbox"/> Letters or telegrams |
| <input checked="" type="checkbox"/> Advertising campaigns  | <input checked="" type="checkbox"/> Press releases                 | <input checked="" type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches |
| <input checked="" type="checkbox"/> Internet               | <input type="checkbox"/> Other (specify) _____                     |   |   |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Public officials                                 | <input checked="" type="checkbox"/> Newspapers        | <input checked="" type="checkbox"/> Libraries                |
| <input type="checkbox"/> Legislators                                      | <input checked="" type="checkbox"/> Editors           | <input checked="" type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies                              | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups                  |
| <input checked="" type="checkbox"/> Other (specify) <u>general public</u> |   |  |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☐

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



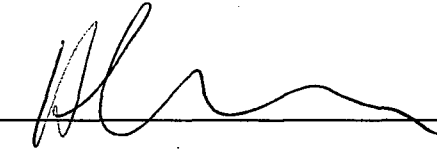
**VI – EXECUTION**

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature )

(Type or print name under each signature<sup>13</sup>)

July 6, 2010



Alexander Herrmann  
Director North America

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE  
FARA REGISTRATION UNIT  
NATIONAL SECURITY DIVISION  
WASHINGTON, D.C. 20530

**NOTICE**

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form NSD-2, formerly Form CRM-154 Supplemental Statement):


YES yes or NO \_\_\_\_\_

(If your answer to question 1 is “yes” do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES \_\_\_\_\_ or NO \_\_\_\_\_

(If your answer to question 2 is “yes” please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

  
\_\_\_\_\_  
Signature

7/6/2010  
Date

Alexander Herrmann  
Please type or print name of  
Signatory on the line above

Director North America  
Title

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**U.S. Department of Justice**

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL  
STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

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**Short Form List for Registrant: Switzerland Tourism**

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Herrmann	Alexander	06/18/2007	still in the same capacity	



U.S. Department of Justice

National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
None		

Signature: \_\_\_\_\_

Date: 7/6/2010

Title: Director North America

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**Item 11 of Supplemental Statement: Period January - June 2010**  
**Promotional activities: New York**

Travel Trade Shows:

January 8 – 9, 2010	Travel agent workshop for United Airlines staff, Las Vegas, NV.
January 9 – 13, 2010	Switzerland participation at PCMA (Professional Convention Management Association) 54 <sup>th</sup> annual meeting in Dallas, TX. Switzerland and other European Convention Bureaus organized a European dinner for US MEETINGS buyers.
March 1 – 5, 2010	Switzerland presentation and sales calls with Swiss partners (tourism offices) in San Francisco & Los Angeles, CA and Arizona
March 22 – 26, 2010	Switzerland presentation and sales calls, Atlanta, GA, North Carolina, Washington DC (National Geographic Event), New York.
April 19 – 23, 2010	Elite showcases with Swiss partners in New York, Westchester, West Palm Beach & Los Angeles
April 26 – 30, 2010	Switzerland presentation and sales calls with Swiss partners (Titlis, Basel Tourism and Berne Tourism) in Chicago, Wisconsin, Minneapolis.
May 14 – 20, 2010	OSE fan trip to Switzerland with Switzerland network specialists
May 17 – 21, 2010	Switzerland presentation and sales calls with Swiss partners (Zurich Tourism, Lucerne Tourism and Zurich Airport) for travel agents and tour operators in Montreal, Toronto, Ohio & Chicago.

Receptions and Presentations:

March 21 – 23, 2010	Switzerland presentation and booth with various Swiss partners at successful meetings University International exhibition in New York Presentation and reception for all MEETINGS buyers during breakfast reception
March 25, 2010	Washington D.C., launch April issue Natl. Geo Travel cocktail reception for travel winters, tour operators, travel agents, subscribers of NGT and repress. of Swiss Embassy
April 12 – 16, 2010	Switzerland presentation and sales calls with Montreux Tourism in NY, CT and NJ to visit MEETINGS planner
June 27, 2010	Fancy Food show, joint booth with Emmi Roth Cheese, distrib. of gourmet brochure, travel show, NYC.

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***Item 11 of Supplemental Statement: Period January -June 2010***  
***Promotional activities: Los Angeles***

Travel Trade Shows:

January 13, 2010	Sales Training at TravCorp, Anaheim, CA, Sales Calls Orange County, CA
January 30, 2010	Radio interview: KGO-ABC - Dining around with Gene Burns, San Francisco, CA,
March 1 – 5, 2010	Sales Calls San Francisco, Denver, Phoenix & L.A. with Swiss partners (St. Moritz Tourism, Zurich Airport & Lake Geneva Matterhorn Region)
March 11, 2010	Sales Calls / Travel Agents and Tour Operators in Orange County together with Rail Europe
March 23 – 26, 2010	Best of Switzerland media tour to Chicago, Miami, Atlanta, Washington and New York with Swiss Tourism partners Basel, Berne, Ticino, Jungfrau Railways/Interlaken, Geneva, Lucerne, Swiss International Airlines and RailEurope.
May 27, 2010	Radio interview on Arthur von Wiesenberger's show "Travel around the world" in Santa Barbara, CA.
May 27, 2010	Radio show, A. von Wiesenberger, Santa Barbara CA with SWISS INTL Airlines
June 1 – 5, 2010	Inaugural flight celebrations in San Francisco, CA with SWISS INTL and Swiss consulate general SFO
June 5, 2010	Radio show John Hamilton KGO, San Francisco, CA
June 5, 2010	Radio interview: KGO-ABC - Dining around with Gene Burns in San Francisco with Swiss INTL Airlines
June 5, 2010	Radio interview: KGO San Francisco - on the go with John Hamilton in San Francisco with Swiss INTL Airlines.
June 29, 2010	Media Event (Launch of PBS travel show "TravelScope") in New York with Lucerne Tourism/Pilatus

Receptions and Presentations:

January 26, 2010	Swiss breakfast with editorial team of 'Travel + Leisure' in New York
April 19, 2010	Creative Swiss Artist Community Network Event at Consul General private residence, Los Angeles, CA
April 22, 2010	Elite Showcase network get together @ Regency Club in L.A., CA
April 28, 2010	Media lunch with several journalists in Philadelphia, PA.
May 24 – 26, 2010	Editorial visits in Houston and Dallas, TX.



# Trip Reports. (all)

Found records: 54

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	10.1.2010	17.1.2010		Sweepstake - Whistlerpride	2	15 Days	
North America	30.1.2010	6.2.2010	Media	Olympic and Capital Experience	2	8 Days	Lake_Geneva_Re gion Swiss_Mittelland
North America	14.1.2010	26.1.2010	Media	Inferno Race	1	15 Days	Jungfrauregion
North America	18.1.2010	23.1.2010	Media	Winter & Wellness	1	8 Days	Graubünden Valais_Region
North America	20.3.2010	28.3.2010	Media	Wellness and Zermatt	2	8 Days	NE / JU / JB Valais_Region
North America	6.2.2010	10.2.2010	Media	125th anniversary Cresta Run	2	8 Days	Graubünden Zurich_Region
North America	22.1.2010	29.1.2010	Media	Backcountry Magazine	2	8 Days	Valais_Region Central_Switzerlan d
North America	7.3.2010	21.3.2010		Liechtenstein & Switzerland Winter	2	8 Days	Liechtenstein Valais_Region Graubünden Eastern_Switzerla nd
North America	13.6.2010	25.6.2010	Media	Alpine Switzerland	1	Flexi4	
North America	13.6.2010	21.6.2010	Media	Tradition & Innovation: The Swiss Travel System	9	8 Days	Central_Switzerlan d Graubünden Ticino

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# Trip Reports. (all)

Found records: 54

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	6.2.2010	13.2.2010	Sweepstakes	Sweepstake - 25 Anniversary Roadshow Victorinox	2	8 Days	
North America	24.1.2010	30.1.2010	Trade	Snowtours Fam Trip	7	Flexi4	Valais_Region
North America	18.3.2010	30.3.2010	Media	Winter Experience Switzerland	2	15 Days	Graubünden Zurich_Region Valais_Region
North America	15.3.2010	22.3.2010	Media	Caviar Affair Magazine 8 page Feature Insert	1	8 Days	Basel_Region Genève
North America	11.5.2010	19.5.2010	Media	F&W Trip, Lavaux and Bern	3	15 Days	Lake_Geneva_Re gion
North America	22.3.2010	4.4.2010	Media	Skiing Magazine	2	15 Days	Valais_Region
North America	31.1.2010	14.2.2010	Trade	Ski dAdde ski fam trip	1	Flexi3	Valais_Region Jungfrauregion Bernese_Oberland Genève Central_Switzerlan d
North America	19.2.2010	24.2.2010	Media	Denise Mattia	1	8 Days	Zurich_Region Basel_Region
North America	14.5.2010	21.5.2010	Trade	Sweepstake: SCCC Golf Tournament Toronto 09	2	8 Days	Alpenregion
North America	11.2.2010	15.2.2010	Trade	SWISS Chicago fam trip	1	8 Days	Zurich_Region





# Trip Reports. (all)

Found records: 54

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	14.3.2010	21.3.2010	Media	Chris Wessling Fam Trip Zurich, Interlaken, Lucerne	5	8 Days	Bernese_Oberland Zurich_Region Central_Switzerland
North America	4.5.2010	11.5.2010	Media	Blogger Trip Swiss Cities	9	8 Days	Lake_Geneva_Region Zurich_Region
North America	23.2.2010	2.3.2010	Media	WOW TV Shoot Zurich / Zermatt	2	15 Days	Valais_Region Zurich_Region
North America	9.6.2010	23.6.2010	Media	Feature for Epicurean Traveler	1	15 Days	Eastern_Switzerland
North America	19.3.2010	22.3.2010	Media	Doing Business in Zurich	1		Zurich_Region
North America	25.2.2010	7.3.2010	Media	Ride Guide TV / Sunstar Hotels	4		Graubünden
North America	2.3.2010	4.3.2010	Media	Badrutt Spa Discovery	1	STT	Graubünden
North America	7.4.2010	11.4.2010		Art & Architecture	1	8 Days	NE_/_JU_/_JB Basel_Region
North America	28.2.2010	12.3.2010	Media	European Open Freestyle Laax	2	15 Days	Graubünden
North America	6.3.2010	13.3.2010		Lindt - Do you dream in chocolate?	2	8 Days	



# Trip Reports. (all)

Found records: 54

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	5.3.2010	8.3.2010	Trade	Fam Trip	6	4 Days	Central_Switzerland
North America	19.5.2010	3.6.2010	Media		1	15 Days	Jura_Region
North America	12.3.2010	23.3.2010	Media	Off-piste skiing in Disentis	1	Flexi4	Graubünden
North America	4.3.2010	11.3.2010	Trade	Alpine Adventours / ski fam trip	6	8 Days	Central_Switzerland d Graubünden
North America	28.3.2010	3.4.2010	Media	Mary Lu Laffey	1	8 Days	Zurich_Region Basel_Region
North America	15.5.2010	24.5.2010	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	7.6.2010	14.6.2010		Sweepstake: Ricole 2009	2	8 Days	
North America	23.3.2010	28.3.2010	Media	Peter Greenberg Radio Show	2	8 Days	Bernese_Oberland
North America	8.6.2010	15.6.2010	Trade	Yearly Swiss Pass Switzerland Specialist	1	8 Days	
North America	30.5.2010	6.6.2010		Sweepstake: PRIDE San Francisco	2	8 Days	



# Trip Reports. (all)

Found records: 54

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	22.4.2010	29.4.2010		Sweepstake: SCCC Gala Dinner, Toronto 2009	2	8 Days	
North America	2.6.2010	6.6.2010	Media	Swiss Cities Delight	5	8 Days	Fribourg Bernese_Oberland
North America	19.5.2010	26.5.2010		Sweepstake: Ricola 2009	2	8 Days	Jungfrauregion Central_Switzerland Zurich_Region
North America	27.5.2010	29.5.2010		IMEX post-tour trip	10	4 Days	Central_Switzerland
North America	14.5.2010	20.5.2010	Trade	OSE, May 2010	17	8 Days	Central_Switzerland Eastern_Switzerland Graubünden Zurich_Region Ticino
North America	25.4.2010	1.5.2010	Media	Cellini Magazine	1	Flexi4	Genève Jura_Region Eastern_Switzerland
North America	7.6.2010	14.6.2010	Media	Ruth Rovner (Lucerne, Zurich)	1	8 Days	Zurich_Region Central_Switzerland
North America	17.5.2010	17.6.2010	Media	Edward Brian Rampell, Trip	1	15 Days	Valais_Region
North America	14.5.2010	17.5.2010	Media	Out of Country TV Show	7		Genève
North America	2.5.2010	16.5.2010	Trade	Vancouver Olympics 2010 Swiss games / Switzerland trip	1	15 Days	Ticino



# Trip Reports. (all)

Found records: 54

Market	Date from	Date to	Type of Trip	Title of Trip	Participants	Swiss Passes/ Swiss Tickets	Regions
North America	10.5.2010	16.5.2010	Media	Individual Trip	2	8 Days	Central_Switzerland
North America	9.6.2010	16.6.2010	Media	Round up Switzerland	2	8 Days	Genève Zurich_Region
North America	28.5.2010	14.6.2010		Sweepstake: NFTC Dinner 2009	2	8 Days	
North America	17.6.2010	24.6.2010	Media	Romantic Montreux & Ticino	2	8 Days	Lake_Geneva_Region Ticino



**Item 14 (a) RECEIPTS OF MONIES US - HEADQUARTERS NEW YORK**

Date: 2010	From Whom:	Purpose:	Amount in US-\$:
January	ST Zurich	Current Expenses	410'000.00
February	ST Zurich	do.	130'000.00
March	ST Zurich	do.	375'000.00
April	ST Zurich	do.	415'000.00
May	ST Zurich	do.	300'000.00
June	ST Zurich	do.	385'000.00
			<u>\$ 2'015'000.00</u>
January - June 2010	Swiss Partners	Historic & Gourmet Travel marketing program	9935.00
January - June 2010	Swiss, Austrian and Dutch Partners	CoolCapitals joint promotion Zurich, Vienna, Amsterdam	121381.00
January - June 2010	Swiss Partners	Participation at winter Marketing program	35369.00
January - June 2010	Swiss Partners	Participation Switzerland Incentive and Congress IT&ME Travel Show	226014.00
January - June 2010	Swiss Partners	Switzerland joint campaign with Key Accounts	764'000.00
January - June 2010	Swiss Partners	Web promotions	17'064.00
January - June 2010	Swiss Partners Travel Agents	Participation at Switzerland Network Program	12'056.00
<b>Total receipts</b>			<u><u>\$3'201'539.00</u></u>

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**Item15 (a) DISBURSEMENTS - MONIES FOR US-HEADQUARTERS  
NEW YORK**

Date payment was made	To whom payment was made	Purpose for which payment was made	Amount of payment in US \$
January - June 2010	Employees ST NYC	Salaries	679105.00
		Rent/Cleaning/Heating etc.	50915.00
		Office Supplies, Communications, Insurances, Hardware/Software etc.	47879.00
		Promotional activities including print media, production costs, folders, fact sheets, photos, texting, translations, give-aways	463635.00
		Key account management trade shows, receptions for the travel industry, seminars, give-aways	305042.00
		Key media management Public relations, promotional articles, press releases and clippings, newsletters	131854.00
		Internet Web promotion including Call Center	458115.00
		Postage, customs duties and brokerage fees / Mailing House	74871.00
		Traveling and moving expenses of staff	63666.00
		Total New York	<u>\$2'275'082</u>

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**Item15 (a) DISBURSEMENTS-MONIES FOR WESTERN REPRESENTATION  
LOS ANGELS**

Date payment was made	Name of person to whom payment was made	Purpose for which payment was made	Amount of payment in US\$
January - June 2010	Employees ST LAX	Salaries	107680.00
		Rent/Cleaning/Heating etc.	20946.00
		Office Supplies, Communications, Insurances	1890.00
		<b>Total Los Angeles</b>	<b>\$130516.00</b>
<b>Total Disbursements New York/Los Angeles</b>			<b>\$2'405'598.00</b>

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***Item 15 (b) of Supplemental Statement: Period January - June 2010  
New York***

Familiarization Trips:

May 14 – 20, 2010

OSE Familiarization trip to Zurich, Appenzell, St.Moritz, Lugano, Lucerne & Berne

April 12 – 16, 2010

TriState Trip New York, Bethpage, Stamford, East Hanover, Totowa, Beminster, Syosset, Melville, White Plains, Bridgewater, Basking Ridge, Whithouse Station, Philadelphia

July 6, 2010/NT





***Item 15 (b) of Supplemental Statement: Period January -June 2010  
Los Angeles***

Familiarization Trips:

No Fam Trips

July 6, 2010/NT

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